



News Release

For Immediate Release:

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Women to Get Free Breast and Cervical Cancer Screenings Through State and Local Health Departments

(Salt Lake City, UT) – An estimated 45,000 women in the United States will die from both breast and cervical cancer this year, nearly 250 will be Utahns. Deaths from these diseases occur disproportionately among women who are uninsured or underinsured according to the Centers for Disease Control and Prevention (CDC), and many could be avoided by increasing cancer screening rates among women at risk.

That's why the Utah Department of Health (UDOH) is launching a campaign to make women aware of free breast and cervical cancer screenings available at local health departments throughout the state. Free screening services include a Pap test, pelvic examination, clinical breast exam, and a voucher for a free mammogram.

The new campaign, which includes television and radio commercials and print ads, is built around the message, "It's as easy as one, two, FREE." The ads encourage women over the age of 50 to call toll free number to see if they qualify for free breast and cervical cancer screening. Additionally, women younger than 65 who are diagnosed with breast or cervical cancer may be eligible for free treatment

"The goal of the campaign is to find eligible women and bring them into the statewide breast and cervical cancer-screening program offered at Utah's local health departments," said Kalynn Filion, coordinator, Utah Cancer Control Program, UDOH. "Because the income guidelines are so generous, thousands of women throughout the state, even those with some health insurance, are eligible for these free services."

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The Utah Cancer Control Program is able to offer free breast and cervical cancer screening to women ages 50-64 at more than 45 locations statewide because of a grant from the Centers for Disease Control and Prevention. “This program helps uninsured and underinsured women get lifesaving screening exams that can detect breast and cervical cancers early,” said Filion.

Studies show early detection of breast and cervical cancers saves lives. Mammography is the best way to detect breast cancer in its earliest, most treatable stage; an average of one to three years before a woman can feel a lump. Mammography also locates cancers too small to be felt during a clinical breast exam.

Cervical cancer screening using the Pap test detects not only cancer but also pre-cancerous lesions. Cervical cancer is highly curable and can be prevented if lesions found during the test are treated. . In fact, most deaths from cervical cancer could be avoided if women had regular checkups with a Pap test.

For more information about the free screenings, call 1-800-717-1811.

Editors Note:

Broadcast: Spot dubs are available from Aaron Evans or Kelli Fratto Bland at 519-8880.

Print: Still shots of print ads are available from Aaron Evans or Kelli Fratto Bland at 519-8880.

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The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.